

As Of <= 03/31/2022

Communications and Customer Experience

Owner: Kim, Inson; Lopez, Kenia (COM); Mullins, R. Adam (COM); Suarez, Angelica (COM)
Department: Communications

Perspective Name	Objective Name	Measure Name	As Of		Actual	Business Plan Goal	Actual FYTD	FYTD Goal	
Customer	Increase Access to and quality of Government Information and Services	311 Total Call Volume	Mar '22		121,133	127,000	702,225	762,000	
		311 Average Speed of Answer	Mar '22		89 seconds	180 seconds	130 seconds	180 seconds	
		Average Abandon Rate	Mar '22		9.90%	18.00%	12.45%	18.00%	
		Twitter Followers	Mar '22		123,110	49,000	121,570	49,000	
		County Portal Subscribers	Mar '22		517,211	100,000	1,246,571	100,000	
		Number of Visits to miamidade.gov	Mar '22		14,243,927	13,000,000	n/a	n/a	
		Facebook Page Likes	Mar '22		104,294	66,000	104,011	66,000	
		Service Requests Created	Mar '22		35,755	n/a	200,082	n/a	
		311 Service Center Walk-Ins	'22 FQ2		2,378	7,500	n/a	n/a	
Financial	Meet Budget Targets (Communications)	Expen: Total (Communications)	'22 FQ2		\$7,636K	\$5,396K	\$14,239K	\$10,790K	
		Revenue: Total (Communications)	'22 FQ2		\$37K	\$5,394K	\$8,646K	\$10,788K	
		Positions: Full-Time Filled (Communications)	'22 FQ2		161	169	n/a	n/a	
		Percent of Invoices Paid within 45 calendar days	Mar '22		100%	96%	n/a	n/a	
Internal	Enable transparency of service delivery	Total Tasks Requested per Quarter	'22 FQ2		3,181	1,500	n/a	n/a	
		Advertisement Value Added per Quarter	'22 FQ2		543,357	60,000	n/a	n/a	
Learning and Growth	Professional Development through Training	% Employees Using Active Training Licenses	'19 FQ1		35%	100%	n/a	n/a	

[Edit Scorecard](#)**Initiatives for Objectives**

Objective Name	Initiative	As Of	Status	Budget	Timing	Quality	Risk	Scope	Owners
Increase Access to and quality of Government Information and Services	Re-architect the County's Content Management System	1/12/2018	In Progress						Suarez, Angelica (COM)
Enable transparency of service delivery	Automated Closed Loop Program	2/12/2018	In Progress						Mullins, R. Adam (COM)